

TO: Interested Parties

FROM: EVITARUS

DATE: November 25, 2019

RE: Key Findings from a Recent Survey of Voters in the Second Supervisorial District

EVITARUS recently completed a survey of 600 likely March Primary voters residing within the boundaries of Los Angeles County Board of Supervisors District 2 to assess voter attitudes and preferences in the upcoming Election for District 2 Supervisor.¹

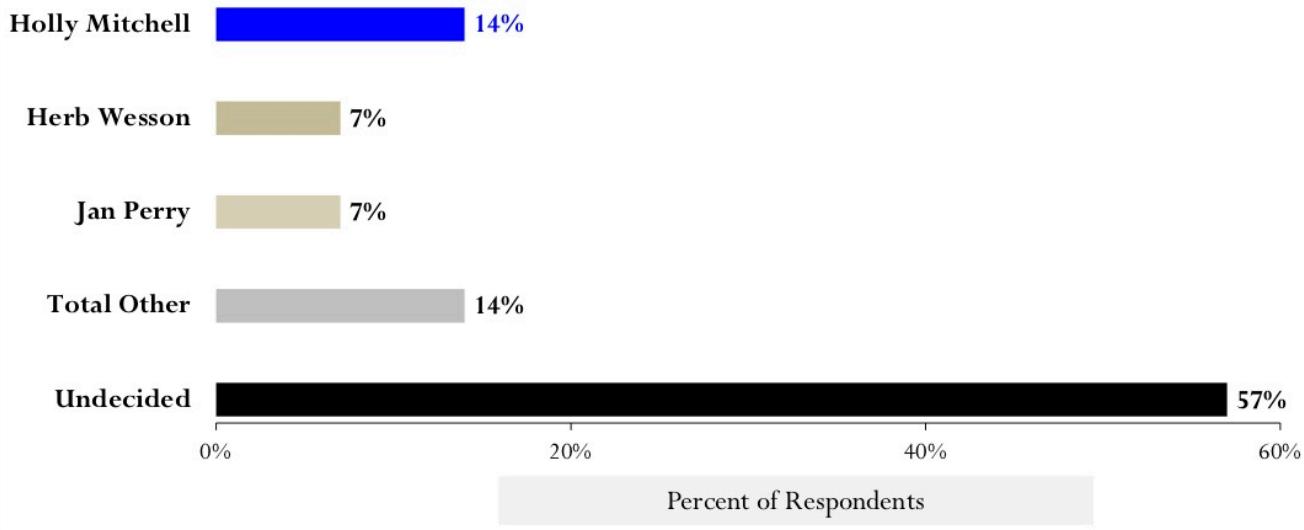
Voters Respond Favorably to the Senator's Candidacy: Initial Vote

The poll, conducted October 26-November 7, 2019, points to a seven-point advantage for California State Senator Holly Mitchell over current Los Angeles City Council President Herb Wesson and Former City Councilwoman Jan Perry, and other contenders, in an unaided vote.

Notably, at this early stage in the race, nearly three in five voters (57%) are undecided.

Figure 1: Los Angeles County Board of Supervisors District 2 Race: Initial Vote

Question: If the election for Supervisor were held today, who would you vote for if the candidates were – [RANDOMIZED] Holly Mitchell, State Senator; Herb Wesson Los Angeles City Council President; Jan Perry, Former Los Angeles City Councilmember; Albert Robles, Carson Mayor; Jorge Nuño, Social Entrepreneur; Marisol Cruz, Lennox School Board Member; Chan “Jake” Jeong, Attorney; Sharis Rhodes, Teacher; Rene Rigard, Businessman? [Only candidates polling above three percent are shown].



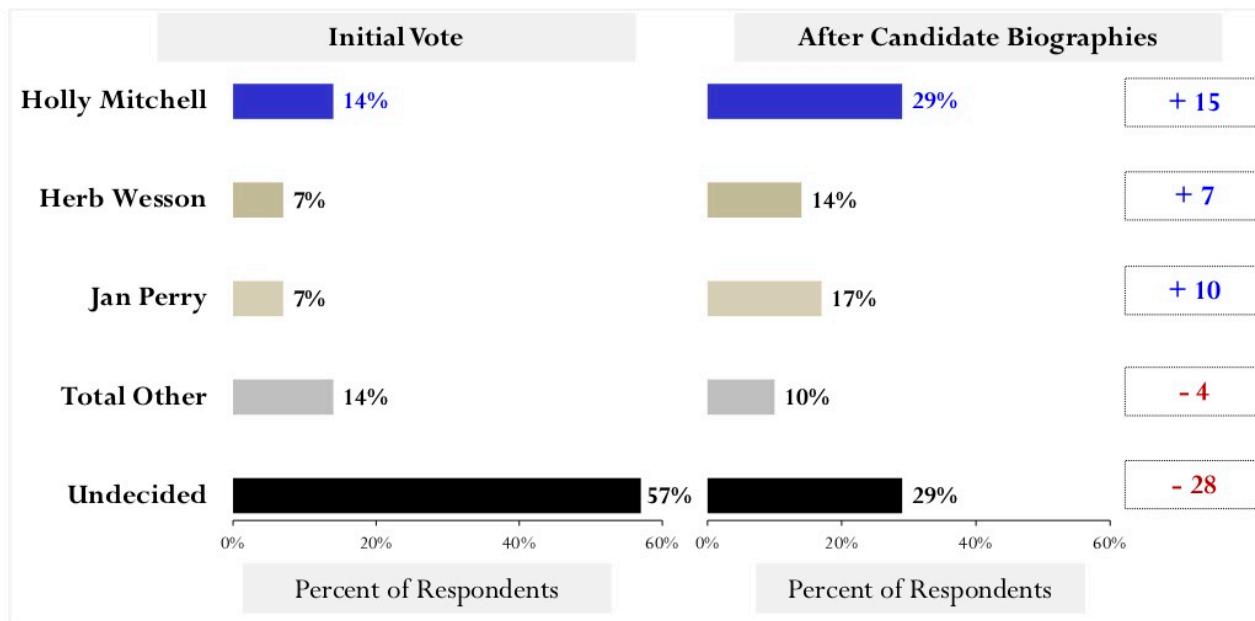
¹ A description of the poll methodology appears at the conclusion of this memorandum.

Voters React Positively to the Senator's Candidate Biography: Follow-Up Vote

After voters are presented with **basic biographies** of each of the major candidates in the race, **Senator Mitchell expands her vote-share by 15 points, garnering 29% of the vote** and demonstrating strong potential for growth as voters learn more about her background and accomplishments.

Figure 2: Los Angeles County Board of Supervisors District 2 Race: Vote Progression

Question: Now that you have heard more about some of the candidates, I would like to ask you again, if the election for Supervisor were held today, who would you vote for if the candidates were... [Only candidates polling above three percent are shown].



Senator Mitchell Has Potential To Generate Broad Support and Enthusiasm

Senator Mitchell has the potential to generate not only support, but also enthusiasm, around her candidacy. **In response to the Senator's biography, a full 80% indicated that they have a "favorable" opinion of her, including a 53% majority who hold a "very favorable" view.**

Methodology

From October 26-November 7, 2019, EVITARUS conducted a multi-modal survey of 600 registered voters residing in Los Angeles County Board of Supervisors District 2.

Thirty percent (30%) of voters completed the survey by telephone, and 70% completed the survey online. The survey was fielded in both English and Spanish, with 7% of respondents electing to complete the survey in Spanish. The margin of error associated with the survey sample is $\pm 4.0\%$.